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Via e-mail

May 7, 1997

TO: KAM's and AM's with Southland Division Responsibility

SUBJECT: **Southland/7-Eleven (CID #0001-XX-XX)**
Merchandising Contract Information

Ladies & Gentlemen:

The following information summarizes our current contract status in the above subject chain:

Southland has agreed to extend our current special 7-Eleven Cigarette Display and Merchandising Agreement through 1998 for all participating **Corporate** and **Franchise** stores.

There are three (3) possible contract display scenarios:

- 1) *Self-Service* contract with RJR Full Price Displays in a wrap configuration at the register nearest the Food Service Area.
(Most Common Scenario)
- 2) *Non Self-Service was Legislated or Government Imposed.*
RJR Full Price Displays maintained on front counter in same configuration mentioned above with a security cover.
- 3) *Non Self-Service Decision Made by Southland.* Displays maintained on front counter with cover or moved to a highly visible location on back bar -- RJR maintains 30 facings and is not disadvantaged relative to position.

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7-11 Contracts
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Attached are SIS Reporting Procedures for each scenario. These contract designations differ from 1996 and have been mass updated in SIS with an effective date of April 1997. Additionally, the Retail Accrual Plan has been mass updated to PLAN LIB for each of these contract plans.

IMPORTANT!!!

IT IS CRITICAL THAT EACH OF THESE NEW PLANS ARE OPENED IN YOUR RESPECTIVE SOUTHLAND CHAIN CONTRACT SCREENS. PLEASE ENSURE ALL SUB LEVELS HAVE NEW CONTRACT/ACCRUAL PLANS ADDED ASAP BUT NOT LATER THAN MAY 23, 1997.

SPECIAL NOTE:

The mass update only affects Corporate and Franchise stores currently signed on the special 7-Eleven contract. It is critical that we have accurate reporting of merchandising and accrual plans in Franchise Locations *Not Participating* in the special 7-Eleven merchandising agreement.

Your assistance with this chain is greatly appreciated. Should you have any questions relative to the above, please do not hesitate to contact me.

Sincerely,

Jeff

J. S. Rumberger

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attachments

cc: AVP's, RSM'S, Rick Young

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Participating Self-Service Locations

	New	Old
Contract Type :	Pk Outlt	1 Base2
Plan :	L3B <i>#170</i>	7/11
Contract Type :	Pk Outlt EH	----
Plan :	MC	----
Variable Rate :	\$80.00	----

Special Note : This is a change from the old plan : Contract type : 1 Base2 - Plan : 7/11

Participating Stores with Non-Self-Service/Government Imposed

	New	Old
Contract Type : <i>PK outlt</i>	Pk Outlt	Pk Outlt
Plan : <i>LR3B #135</i>	NSL3B <i>#100</i>	NSL3C
Contract Type : <i>PK outlt EH</i>	Pk Outlt EH	Pk Outlt EH
Plan : <i>MC</i>	MC	MC
Variable Rate : <i>#15.00</i>	\$50.00	\$40.00

Participating Stores with Non-Self-Service/7-Eleven Decision

	New	Old
Contract Type :	Pk Outlt	Pk Outlt
Plan :	NSL3B <i>#100</i>	NSL3C

Retail Accrual Plan - All Participating Stores

Contract Type :	Pk Accrual	
Plan :	L1B <i>#14</i>	

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SR	ACCT #	STORE	ADDRESS	CITY	ST	ZIP	SIS IND	SIS RJR	CONTRACT 1	CONTRACT 2	CONTRACT 3	Explanation
122102	411718	7-11 #29220(F)	358 MAIN AVE	WALLINGTON	NJ	07057	282	22	PACK OUTLETNSL2C	PK ACCRUAL L2C		
122102	667484	7-11 #11432(C)	280 MAIN ST	NEW MLFOR	NJ	07846	314	27	PACK OUTLETNSL2C	PK ACCRUAL L2C		
122102		2									2	

122204	031306	7-11 #26710(C)	1850 BRONX RIVER RD	YONKERS	NY	110708	200	25	PACK OUTLET L1K	PK AC MAT L1F		
122204												

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122208	1073320	7-11 #25523(C)	1088 CAMPBELL AVE	WEST HAVEN	CT	06516	211	28	PACK OUTLETNSL2B	PK AC MAT L2B		
122208	768245	7-11 #19687(C)	502 SAW MILL RD	WEST HAVEN	CT	06516	319	28	PACK OUTLETNSL2B	PK AC MAT L2B		
122208		2									2	

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122305	113252	7-11 #25053(C)	1072 MOTOR PKWY	CENTRAL IS	NY	11722	195	15	PACK OUTLETNSL3C	PK AC MAT L2B		
122305	113643	7-11 #23924(C)	500 OLD TOWN RD	PORT JEFFE	NY	11776	460	62	PK BASE NSSHH	PK ACCRUAL L1F		
122305	283765	7-11 #11178(C)	50 BERRY HILL RD	SYOSSET	NY	11791	137	11	NSS BASE E	PK ACCRUAL L1F		
122305	286152	7-11 #11225(C)	286 W ROE BLVD	PATCHOGUE	NY	11772	316	31	PACK OUTLETNSL3C	PK AC MAT L2B		
122305	286304	7-11 #15968(C)	410 MILL RD	WESTHAMPTO	NY	11977	225	16	PACK OUTLETMC	PK ACCRUAL L1A		
122305	487838	7-11 #25857(C)	408 ROUTE 112	PORT JEFFE	NY	11777	752	83	PK BASE NSSFF	PK ACCRUAL L1F		
122305	633375	7-11 #24326(C)	374 ROUTE 25A	ROCKY POIN	NY	11778	301	27	NSS FPD Z	SD Z	PK ACCRUAL L1F	
122305	758394	7-11 #32002	863 MONTAUK HWY # 86	BAYPORT	NY	11705	230	15	PACK OUTLETNSL3C			
122305	782609	7-11 #15530(C)	12 SAXON AVE	BAY SHORE	NY	11706	234	19	1FPD D	PK ACCRUAL L1F		
122305		9									9	

[illegible]

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122906	539984	7-11 #27322(C)	1800 MERRICK AVE N	MERRICK	NY	11566	272	31	PACK OUTI ETMC	PK AC MAT L2B		
122906		1										1

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